

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Applicant : Steven M. Schein, et al.  
Application No. : To be assigned  
Filed : Herewith  
Title : SYSTEMS AND METHODS FOR  
LINKING TELEVISION VIEWERS  
WITH ADVERTISERS AND  
BROADCASTERS  
Grp./Div. : To be assigned  
Examiner : To be assigned  
Docket No. : 41875/RRT/S787

## PRELIMINARY AMENDMENT

Assistant Commissioner for Patents  
Washington, D.C. 20231

Post Office Box 7068  
Pasadena, CA 91109-7068  
March 16, 2001

Commissioner:

Please amend the above-identified patent application as follows:

**In the Specification:**

Please replace the paragraph beginning at page 1, line 10, with the following rewritten paragraph:

This application is a continuation of Application Serial No. 09/416,161, filed October 11, 1999, which is a continuation of U.S. Patent No. 6,002,394, issued December 14, 1999, which is a continuation-in-part of Provisional Patent Application Serial Nos. 60/022,826, filed on July 26, 1996, and 60/015,648, filed on April 19, 1996, and U.S. Patent Application Serial No. 08/537,650, filed on October 2, 1995, now abandoned, the complete disclosures of which are incorporated herein by reference. This application is also related to U.S. Patent Application No. 08/837,025, pending,

filed April 11, 1997, and its Appendices A, B, and C, the complete disclosure of which is also incorporated herein by reference.

Respectfully submitted,  
CHRISTIE, PARKER & HALE, LLP

By



Raymond R. Tabandeh  
Reg. No. 43,945  
626/795-9900

RRT/dsz

**VERSION WITH MARKINGS TO SHOW CHANGE MADE**

This application is a continuation of Application Serial No. 09/416,161, filed October 11, 1999, which is a continuation of U.S. Patent No. 6,002,394, issued December 14, 1999, which is a continuation-in-part of Provisional Patent Application Serial Nos. 60/022,826, filed on July 26, 1996, and 60/015,648, filed on April 19, 1996, and U.S. Patent Application Serial No. 08/537,650, filed on October 2, 1995, now abandoned, the complete disclosures of which are incorporated herein by reference. This application is also related to U.S. Patent Application Serial No. 08/837,025, pending unassigned, filed April 11, 1997 (Attorney Docket No. 14774-004410), and its Appendices A, B, and C, the complete disclosure of which is also incorporated herein by reference.

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